

City of Corvallis

Salmon Response Plan

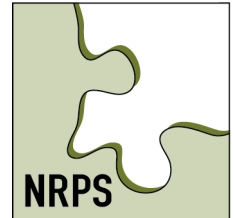
Prepared for:

City of Corvallis, Oregon
Public Works Department
PO Box 1083
Corvallis OR 97339-1083

August 20, 2004

Prepared by:

Bill Jones, Ph.D.
Robert Dillinger, Ph.D.
Natural Resource Planning Services, Inc.
3030 SW Moody Avenue, Suite 105
Portland, Oregon 97201
503.222.5005



Appendix 12

Phase II Public Involvement Plan

320 WOODLARK BUILDING
813 SW ALDER STREET
PORTLAND, OREGON 97205-3111
503/225-0192 ☐ FAX 503/225-0224
coc@coganowens.com

**COGAN
OWENS
COGAN**

PLANNING,
COMMUNICATIONS,
GOVERNMENTAL AND
COMMUNITY RELATIONS,
ENVIRONMENTAL STUDIES
DISPUTE RESOLUTION

MEMORANDUM

DATE: December 24, 2001
TO: Corvallis Urban Services Committee
FROM: Kirstin Greene, Cogan Owens Cogan; Bill Jones, Ph.D., Shapiro & Associates
RE: **City of Corvallis ESA 4(d) Response Plan Phase Two Public Education and Involvement Plan – Review Draft**

Introduction and Purpose

The scope of work for the City of Corvallis Endangered Species Act (ESA) 4(d) Response Plan identifies public education and involvement as essential to the success of protection and recovery of chinook salmon within the City limits and urban growth area. The purpose of the public education and involvement effort is to elicit public support for, and involvement in, the City's Response Plan efforts. This memo follows discussion of recommended elements with the Technical Advisory Committee (TAC) in November and December, 2001 and includes a brief review of Phase One activities and recommended Phase Two Public Education and Involvement Plan. The tasks will be coordinated with the technical work to prepare and adopt the City's ESA 4(d) Response Plan.

During the first phase, we held discussions with business, environmental and land use stakeholders, Oregon State University, and other affected agencies. At each meeting, we explained the project and received suggestions about the elements of an appropriate public information and involvement program. Broader public involvement during this first phase was primarily informational, emphasizing the purpose of the project and the City's approach. To this end, a public open house and meeting was held in May, 2001 where Mayor Helen Berg, City staff and members of the consultant team reviewed the ESA, the City's role, and plans to respond to the ESA. Information and materials from these events are available on the City's website and were distributed at summer fairs and events by City staff.

Building on these efforts we recommend the following Phase Two Public Education and Involvement Plan. The Roman numeral elements correspond to the current version of the Shapiro & Associates workflow diagram.

CITY OF CORVALLIS
ENDANGERED SPECIES ACT (ESA) 4(D) RESPONSE PLAN
Phase Two Public Education and Involvement Plan - Review Draft
December 24, 2001

II.1 VERIFY ISSUES. Identify public issues through workshops and stakeholder meetings. Initiate the City's Phase Two work.

Specific public education and involvement tasks include:

II.1.A Notify Media

Purpose: Raise broader public awareness of progress on the response planning effort. Announcement will specifically promote the City's ESA 4(d) Response Plan (Plan) progress and February public meeting. As Corvallis residents rely on different sources for information, we recommend notifying and involving a wide spectrum of community media. Repeated information improves public awareness.

Description: Announce success of Phase One work; advertise public meeting, inviting residents to participate. Develop master article developed for *The City* newsletter. Customize text for local and community media, including the Corvallis *Gazette Times*, the *OSU Barometer* and other venues. Develop master notification list.

Relationship to Technical Work: Notifies public of completion of baseline research and pathways analysis, favorable review from the National Marine Fisheries Service (NMFS).

Timeline Guide: Mid-December, 2001 to mid-January, 2002.

Responsibilities: Consultant team provides draft text to City for review. City forwards to media. Consultant to develop draft and final notification list of community media to be used throughout Plan development.

II.1.B Notify Stakeholders, Boards and Commission Members

Purpose: Notify citizen stakeholders who have participated to date, Boards and Commission members as a special effort to keep these parties and their organizations informed. Invite members to participate in response planning process. Stakeholders are important to the process of helping build support for and implementing the program. As relevant Board and Commission members will be need to review and implement the final Plan implementation strategies, they should be invited to participate in the development of the Plan.

Description: Provide memoranda to stakeholders and Board/Commission members from the project team.

Relationship to Technical Work: Provides update on baseline research and pathways analysis, the scientific approach the City has taken to evaluate its activities within the Urban Growth Boundary (UGB). Invites members to February meeting to assist in verifying issues and developing preliminary program options.

Timeline Guide: January, 2002.

Responsibilities: Consultant drafts correspondence. City forwards to stakeholders, Board and Commission members.

II.1.C. Update Website

Purpose: Publicize February 21 public meeting; disseminate Executive Summary of Phase One report; post Phase Two schedule and Frequently Asked Questions.

Description: Link additions to existing project website on City's home page. Posting information on the Internet is a way to make a wide variety of information available at relatively low cost. Other project information, announcements, etc., can make mention of this additional information available on the City's website. Frequently Asked Questions will include answers to commonly asked questions about the Plan, including its relationship to other City-sponsored efforts and initiatives.

Relationship to Technical Work: Makes Executive Summary of Phase One work available; describes Phase Two work and public involvement schedule; responds to commonly asked questions.

Timeline Guide: January, 2002.

Responsibilities: Consultant team drafts text for City review. Consultant posts to project website. City submits key dates to master City calendar.

II.1.D. Hold Public Meeting

Purpose: Present results of baseline research and pathways analysis from Phase One. Engage members of the public about preliminary program options according to critical pathway of activity.

Description: Hold open house and public meeting at Corvallis/ Benton County Library. Welcome by Mayor Helen Berg (or representative); presentation by Consultant; facilitated discussion on preliminary program options.

Relationship to Technical Work: Presents results of Phase One; begin development of program options for Draft Plan.

Timeline Guide: Finalize preparations and promotion January to early February, 2002. Public meeting February 21, 2002.

Responsibilities: Consultant works with City staff to develop agenda and meeting materials. City to arrange for meeting location and refreshments. City looks into opportunities for a young-people's reading in the Library prior to event. Consultant provides meeting summary.

II.1.E. Initiate Youth *Salmon in the City* Creativity Contest

Purpose: Offer opportunities for young residents of Corvallis to participate in the response planning effort. Engage young people, raise awareness among educators, administrators and parents. Draws additional media interest.

Description: Open to all young residents of Corvallis to submit artwork, poetry or other creation relating to the relationship of people and salmon. Display entries at May and September public events. Recognition of participation with a simple certificate of participation. Announce contest at February public meeting, post information such as submittal guidelines, etc., on website.

Relationship to Technical Work: Promotes and advertises response planning process.

Timeline Guide: Discuss with teachers (number to be determined) January to February 2002. Announce at February 21 public meeting.

Responsibilities: Consultant works with City staff as needed to identify teachers and submittal protocol. City establishes review committee involving a member of the TAC, other City committees as desired, and/or City Council members.

II.2 PROGRAM STRATEGIES. Develop a range of strategies for the 4(d) Rules compliance measures.

Specific public education and involvement tasks include:

II.2.A. Update Website

Purpose: Post summary of public meeting, youth contest and dates of May public meeting.

Description: Add summary of February public meeting to project website. Include suggestions for program strategies from public event. Add information regarding the youth contest and promotion of May public event.

Relationship to Technical Work: Explains identification of preliminary program strategies and options that will be included in the Draft and Final Plan.

Timeline Guide: March, 2002.

Responsibilities: Consultant team drafts text for City review. Consultant posts to project website. City submits key dates to master City calendar.

II.2.B. Hold Stakeholder Meeting(s)

Purpose: Convene stakeholder work-sessions on program strategies and preliminary options. Begin to test public reaction to various options.

Description: Organize and facilitate one or more stakeholder meetings to discuss specific strategies that will become part of the Draft Plan. Discuss strategies according to “pathway” as defined in the Pathways Analysis developed in Phase One (public works; land use; parks and recreation; public and private development activities, etc.).

Relationship to Technical Work: Identifies specific changes that will need to be made in City activities and programs to meet 4(d) rule and Plan objectives according to pathway.

Timeline Guide: March to April, 2002.

Responsibilities: Consultant assists City in organizing and facilitating stakeholder meetings. City reviews and comments on questions for discussion. Consultant provides summary of issues and feedback.

II.2.C. Notify Media and Stakeholders

Purpose: Provide an update to the public on Plan development. Advertise and promote the May public meeting. Notify community media and stakeholders, Boards and Commissions as developed in task II.1.

Description: Submit article to The City newsletter for May public event. Emphasize results of February public meeting and preliminary program strategies and options. Customize newsletter article text for notice to community media. Send memo to stakeholder organizations, Boards and Commissions.

Relationship to Technical Work: Presents preliminary program strategies and options.

Timeline Guide: March to April, 2002.

Responsibilities: Consultant team provides draft text to City for review for both The City newsletter and memo to stakeholders/Boards and Commissions. City forwards to The City newsletter and other community media; stakeholders/Boards and Commissions.

II.3 PROGRAM OPTIONS. Select program options for Draft Plan
--

Specific public education and involvement tasks include:

II.3.A. Hold Public Meeting/ Workshop

Purpose: Convene public meeting and workshop of preliminary program options. Obtain public comment on options and preferences.

Description: Organize and facilitate public meeting/workshop (location to be determined) on program options. Employ interactive format to test public reaction to recommended program options. Design format to allow for public comment and discussion on these options and their implications. Begin to test public acceptance and willingness to pay for Plan strategies. Display entries in Youth Contest and distribute certificates of entry/ appreciation.

Relationship to Technical Work: Obtains qualitative public and stakeholder comment on program options.

Timeline Guide: May, 2002.

Responsibilities: Consultant works with City staff to develop meeting format, agenda and materials. City arranges meeting location and refreshments. Consultant provides meeting summary.

II.3.B. Update Website

Purpose: Post results of public meeting.

Description: Present public meeting summary and results of feedback on preliminary program options. Adjust schedule regarding final public event if needed.

Relationship to Technical Work: Presents results of public comment on and suggestions for draft Plan elements.

Timeline Guide: May, 2002.

Responsibilities: Consultant team drafts text for City review. Consultant posts to project website. City submits dates to master City calendar if needed.

II.4 STRATEGIC PLAN DEVELOPMENT. Develop a draft strategic plan for compliance plan implementation.
--

Specific public education and involvement tasks include:

II.4.A. Conduct Polling

Purpose: Obtain quantitative (statistically valid) public feedback on Plan strategies. Provide quantitative “test” of public support for Plan elements and strategies.

Description: Conduct statistically valid, random-sample telephone survey of approximately 400 residents on draft Plan strategies. Test willingness to pay for implementation of Plan.

Relationship to Technical Work: Tests draft Plan strategies among general public.

Timeline Guide: June to July, 2002.

Responsibilities: Consultant team provides estimate of and conducts poll; works with City staff on survey questions. Consultant prepares summary report.

II.4.B. Notify Media and Stakeholders, Boards/ Commissions

Purpose: Update Corvallis residents and stakeholders on final draft plan availability and opportunities to review and comment. Submit article for the August issue of *The City* newsletter and other community media.

Description: Publicize availability of draft plan. Solicit public comment on the plan; invite community to September final public meeting. Develop master article for *The City* newsletter. Customize text for local and community media, including the Corvallis *Gazette Times*, the *OSU Barometer* and other venues. Prepare memo for notification of stakeholders and Boards/ Commissions.

Relationship to Technical Work: Solicits review and comment on Draft Plan.

Timeline Guide: June to August, 2002.

Responsibilities: Consultant team provides draft text to City for review for both *The City* newsletter and memo to stakeholders/Boards and Commissions. City forwards to *The City* newsletter and other community media; stakeholders/Boards and Commissions.

II.4.C. Present Final Plan and Results of Polling to Key Committees

Purpose: Present Plan elements and results of polling to key City committees in order to prepare Final Plan.

Description: Present final draft Plan to key committees and elected officials as identified by City project managers. Present results of telephone survey. Obtain comment from committee members for use in finalization of Plan.

Relationship to Technical Work: Comments obtained will be used to refine and complete Final Plan in draft form. Effort concurrent with meetings with resource agencies, National Marine Fisheries Service (NMFS).

Timeline Guide: July to August, 2002.

Responsibilities: City staff supported by Consultant Team. City arranges meeting(s), consultant assists with presentation and meeting summaries upon request.

II.5 FINAL AGENCY REVIEW AND REVISION/ ADOPTION AND IMPLEMENTATION. Issue a final 4(d) Rule response plan and implementation strategy.

Specific public education and involvement tasks include:

II.5.A. Update Website

Purpose: Make Draft and Final Plan available to interested parties.

Description: Post final Plan (in final draft form) on City website for public review prior to final public meeting. Post Final Plan after September public event.

Relationship to Technical Work: Presents Final Plan in draft and final form.

Timeline Guide: August to September, 2002.

Responsibilities: Consultant team drafts text for City review. Consultant posts to project website.

II.5.B. Final Public Event

Purpose: Hold public meeting to present final changes to Plan and implementation strategies based upon public and agency review. Post meeting results with Final Plan on City's website for broad visibility.

Description: Convene a public meeting specific to Plan process, or City Council work session and hearing (to be determined).

Relationship to Technical Work: Completed

Timeline Guide: September, 2002.

Responsibilities: Consultant works with City staff on format of meeting. If a meeting separate from a City Council session is desired, Consultant facilitates and provides a meeting summary upon request. City arranges meeting logistics.

**City of Corvallis ESA 4(d) Response Plan
Phase Two Public Education and Involvement Tasks
Summary Table**

2002							
January	February	March	April	May	June	July	August
<ul style="list-style-type: none"> * Prepare article for <i>The City</i> newsletter, other community media * Send memo to stakeholders and Boards/ Commissions * Update website 	<ul style="list-style-type: none"> * Hold public meeting February 21, 2001 * Initiate youth contest 	<ul style="list-style-type: none"> * Update website * Hold stakeholder discussion(s) on program options * Submit article for May <i>The City</i> newsletter 	<ul style="list-style-type: none"> * Distribute press release/ article for other community media * Send memo to stakeholders and Boards/ Commissions * Finalize preparations for May public meeting 	<ul style="list-style-type: none"> * Hold public meeting on program options * Update website 	<ul style="list-style-type: none"> * Conduct polling on public preferences * Submit article for August <i>The City</i> newsletter * Distribute press release/ article for other community media 	<ul style="list-style-type: none"> * Present results of polling to Urban Services Committee; City Council * Send memo to stakeholders and Boards/ Commissions 	<ul style="list-style-type: none"> * Update website * Publicize and hold event to present final response plan (<i>September</i>)
Task II.1		Task II.2		Task II.3	Task II.4		Task II.5

E:\Current Projects\0039 Corvallis ESA\Phase2memP1plan.doc